

PRO CARTON - ECMA COMPETITION 1999



JURY REPORT





FOREWORD

For the third consecutive year, the PRO CARTON/ECMA Carton Competition has been held with the aim of celebrating the best carton design innovations and demonstrating the originality and versatility of cartonboard packaging. I have great pleasure in presenting the results of the 1999 PRO CARTON/ECMA Carton Competition in this brochure, which can also be seen on our PRO CARTON Website: www.procarton.com.

There were a remarkable amount of entries from throughout Europe, from which a panel of judges selected winners in specific categories, as well as the winner of the overall Carton of the Year Award. The 1999 Carton Competition awards were presented on 24 September at the annual Congress of the European Carton Makers Association (ECMA) in Italy.

The panel of judges was composed of the distinguished packaging experts:

- Prof. Dr. J.M. Dirken from the Faculty of Industrial Engineering in Delft and also Chairman of the judges of the Dutch packaging competition, De Gouden Noot
- Mr. T. Reiner, Managing Director of Berndt & Partner in Berlin
- Mr. G. Kisel, an expert delegated from PRO CARTON

This brochure contains the judges' individual assessments of the winning entries, as well as their overall opinion.

We hope that the new and exciting ideas presented in this brochure will once again prove that the possibilities for carton packaging are countless, and show that cartons can provide the essential packaging solution to meet packagers' retailers' and consumers' needs.

Uwe Franck
Managing Director
Brussels, September 1999



THE JURY

Prof. dr. J.M. Dirken Eur. Ing. is the former dean of the Faculty of Design, Engineering and Production of the Delft University of Technology (NL), and has been professor of Industrial Design Engineering, including teaching Human Factors and Package Design, since 1972. He is a former president of the Dutch Consumers' Organisation. He also is a regular Jury member of various competitions in product innovation and package design and until recently, the Jury Chairman of 'De Gouden Noot', the annual national packaging competition organised by the Dutch Packaging Association (NVC).

Thomas Reiner began his career as a global trainee in the areas of food, pharmacy and packaging. After his graduation as a packaging engineer in 1990, he became a scientist at the University of Applied Science in Berlin, and a consultant and project manager for various multinational companies such as Nestlé, Mars, Procter & Gamble, Bayer, Hoechst, 3M and Tetra Pak. In 1993 he became Managing Director of Berndt&Partner, an international packaging consultancy based in Berlin. Besides many other responsibilities, Mr Reiner is a Director of the German Packaging Institute (DVI) and the German representative in the World Packaging Organisation (WPO).

Gerhard Kisel graduated in Business Administration and started his career with Unilever in 1960. After various management positions in Marketing- and Sales in the former Packaging-Group of UNILEVER Germany, he became General Manager of 4P Nicolaus in 1979, with key-responsibility for Marketing- and Sales. In 1991, he was appointed Deputy Managing Director for the international 4P Folding Carton Division.

After the selling of the 4P Group to van Leer, he assumed responsibility for the management of key accounts for the van Leer Consumer Packaging Division. In 1998, Mr Kisel retired from the operational business but remained active as a packaging consultant and Marketing Director of PRO CARTON.

Alongside his operational experience, he held several positions in the German folding carton association FFI and was its Chairman between 1996 and 1998. He was also a member of the Executive Committee of the European Carton Makers Association (ECMA) between 1981 and 1998 and Chairman from 1985 to 1988.



ASSESSMENT BY THE JURY

The industry remains innovative. It is always surprising, how many new functions can be fulfilled by folding cartons. In addition to the excellent application of high professional standards in design, time and time again we see new solutions and opportunities for new markets.

We should not underestimate the value of the PRO CARTON/ECMA Annual Carton competition as a yardstick for the profession and for its progress. It is therefore essential that the best products on the market should come under the scrutiny of the jury.

The jury, after much debate, felt it proper not to award prizes this year in 3 categories: Cereal Products, Cosmetics and Other Food. Unfortunately this time, the entries in these categories were insufficiently representative of the quality and innovation on the market at present. Although the professional qualities of the entries cannot be denied, the prize winning packs should set new standards on the international yardstick of progress in folding cartons. For cosmetics especially, usually a 'show-case' for the sector, this lack of entrants is regrettable. The jury sincerely hopes that by not lowering its standards, it will encourage a better representation in next year's competition.

There is much innovative opportunity and capacity in the sector. We are confident that next year's entries will agreeably surprise us again.

On behalf of the jury,

Prof. Dr. Dr. J.M. Dirken Eur Ing
Delft University of Technology,
Faculty of Design, Engineering and Production



BEST CARTON OF THE YEAR

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Official name of the entry
Bird House

End-user
Friskies Italia SpA

Package designer
Mayr-Melnhof Packaging

Graphic designer
Friskies Italia SpA

Carton maker
Mayr-Melnhof Packaging

Cartonboard supplier
Mead Coated Board Europe

Assessment by the jury

A real innovation. The product convincingly demonstrates how new functional properties can be achieved by cartons. The product opens new markets, demonstrates 'fun' and increases brand awareness and brand loyalty. The pack not only helps to sell, it also helps to use and apply the product it contains. The carton is a clever combination of good structural design, proper engineering and economical use of material. Ease of gluing, moisture resistance, a pleasing and simple appearance, and an attractive 'eco-purpose' were additional qualifications justifying the overall award in the opinion of the jury.

Brief description of the entry

The Kit Nature Friskies bird food dispenser consists of a single carton suitable for filling on standard packaging lines. The carton can easily be turned into a bird house with landing platform and shelter. This process also reveals the bird food. The product was produced from solid unbleached sulphate board, water resistant and 100% recyclable. The surface was printed in 4 colours to give a wood effect and was lacquered to protect against moisture and rain and enhance the durability of the product under changing weather conditions.





FRESH AND FROZEN FOODS

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Official name of the entry
Camboform/Cambowrap

End-user
Langnese-Iglo GmbH

Package designer
VG Nicolaus GmbH

Graphic designer
Langnese-Iglo GmbH

Carton maker
VG Nicolaus GmbH

Cartonboard supplier
Stora Enso

Assessment by the jury

By means of clever engineering, the carton combines stability on fast production lines with consumer convenience. Furthermore, in combination with well-executed graphic appearance, the design allows the end-user to build and expand brand families. The pack has a clever, new easy-opening and is easy to re-close.

Brief description of the entry

This re-closable carton for a range of frozen 'Iglo' herbs is produced from folding boxboard (GC2). The PE coating on the reverse side provides the necessary stability under humid conditions. Although the carton is supplied as a blank for logistic purposes, the product is capable of running on automatic erecting and filling lines at a speed of 200 packs per minute. The stable construction and easy opening and closure device adds functionality from the consumer's perspective and allows for extended use. As the PE coating represents only a limited proportion of the total weight of the packaging, the pack can be disposed of as paper and board after usage.





CONFECTIONERY

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Official name of the entry

Süße Spielerei

End-user

Mövenpick Restaurant/Café Kröpke

Package designer

Donndorf Design

Graphic designer

Qwer

Carton maker

Siemer Kartonagen GmbH

Cartonboard supplier

Iggesund

Assessment by the jury

The innovative character of this packaging concept lies in its intriguing geometric design. The carton attracts the consumer, inspires and involves him in the product. Its primary colours, shape and flexibility transform the carton into a game. Through its complementary concept (the collection of different cartons allow for many colourful constructions) and high point-of-sale appeal, the package encourages the consumer to buy more. The product illustrates one of the key rules of innovation: keep it simple but brilliant!

Brief description of the entry

This carton packaging concept was developed for in-store marketing of Mövenpick truffles. The aim of the product is to attract a younger target group. The cartons are folded and glued automatically and erected manually at the retail level. The essential feature of the concept is the consolidation of 2 separate cartons into 1, cornered unit. Subsequently, 2 units combine to form a cube, etc. The more elements that one has available, the more shapes one is able to build. The 6 different colours add to the variety. Additional gluing points allow for stability of the constructions. The board used for this product was 240 grams high gloss solid bleached sulphate.





BEVERAGE CARRIERS

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Official name of the entry
Bi-Bottle

End-user
Meda Impact Products

Package designer
Acket Drukkerij Kartonnage bv

Graphic designer
ADI Ontwerpers

Carton maker
Acket Drukkerij Kartonnage bv

Cartonboard supplier
Assi Domän Frövi AB

Assessment by the jury

This product provides a unique example of how cartons can give essential meaning and value to the product they contain. Not only does the box efficiently hide the surprise of the 'siamese' bottle, without the carton, no consumer would buy the product. The classic, graphic design on the box, using Michelangelo's famous detail of God's and Adam's hands in the painting in the Sistine Chapel, enhances the symbolic meaning of the bottle, where opposite ends meet. The carton is an indispensable part of this promotional object.

Brief description of the entry

The carton contains a unique wine bottle with the usual opening at both ends. The simple construction is essential for the handling of the product. For the product, the carton maker used 390 grams solid unbleached sulphate to support the weight of the bottle and to prevent tearing. The 4 colour print plus gold foil give a classic image to the product.





PHARMACEUTICAL AND MEDICAL PRODUCTS

PHARMACEUTICAL



Official name of the entry
Folding Box with Slide

End-user
A.C.R.A.F. Angelini SpA

Package designer
Levetta SRL

Graphic designer
A.C.R.A.F. Angelini SpA

Carton maker
Gruppo Cartotecnica Abar Litofarma

Cartonboard supplier
Iggesund

Assessment by the jury

The product is an excellent example of innovation and good on-pack communication: it informs consumers exactly how much and how often they need the medicine. The interactive format provided by the slide on the flap gives the box the impression of a 'talking' carton, underlining service to the patient.

Brief description of the entry

The main feature of this entry summarizes the essential details of the insert usually required with pharmaceutical products. By tearing part of the side flap, the consumer/patient releases a slide which, in most cases, allows him to determine the right dose of the medicine per age group. Two windows in the side of the box show helpful information obtained by moving the slide sideways. A 'lock' in the construction prevents the slide from falling out. The slide does not replace the insert but is intended to make proper and regular dosage of medicine more convenient and to reduce the risks involved with loss of the insert. The box is produced in one single piece from 270 grams folding boxboard.





CIGARETTES AND TOBACCO

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Official name of the entry
AVO X Orange Series

End-user
Oettinger Imex AG

Package designer
Davidoff of Geneva/Oettinger

Graphic designer
Oettinger Imex AG

Carton maker
Drukkerij Vrijdag bv

Cartonboard supplier
Iggesund

Assessment by the jury

Through its clear facing, consistent graphic design (including embossing) and construction, the product range supports the distinguished image of the brand it sells. A real Market Personality is created using the Mozart masterpieces. At the same time, the product represents quality and convenience to the consumer.

Brief description of the entry

This multi-type packaging, produced from 380 grams solid bleached sulphate board, was developed for a range of different cigars of the same brand. The box for a single cigar replaces the metal alternative. The universal two-piece package has a special construction feature at the top of the sleeve and the bottom of the slide. Folded in the right way it prevents the cigars being damaged. The slide can be pushed completely into the sleeve, but can also be partially taken out. It allows the possibility to choose any kind of cigar length. The slide has a special construction in cutting and creasing lines in the middle part: with this construction, a variable number of cigars of the preferred size can be packed.

The concept of the exterior design was inspired by Avo Uvezian, the famous jazz pianist who decided to introduce the range of cigars. In his opinion, harmony and good cigars complement each other perfectly. Where matt varnish and matt gold foil have been combined in the graphic design, the music score of a masterpiece by Mozart has been used subtly in the background for all packages in this range.



APPLIANCES AND HARDWARE

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Official name of the entry
Gift Box for Optical Products

End-user
Leica Camera AG

Package designer
Carl Edelmann GmbH & Co KG

Graphic designer
Carl Edelmann GmbH & Co
KG/Leica Camera AG

Carton maker
Carl Edelmann GmbH & Co KG

Cartonboard supplier
Iggesund

Assessment by the jury

This carton is produced in accordance with the highest professional standards. Based on established standards, it adds value to the product and is therefore a convincing solution. It makes the consumer eager to unwrap something precious and as such constitutes the ideal gift pack. The carton gives the product an aura of quality and provides good storage and protection functionality.

Brief description of the entry

This package was produced from solid bleached sulphate board, printed in 2 colour offset and coated with a dispersion calendar lacquer. The product provides a manual packaging solution for binoculars or cameras and accessories. The different parts of this multiple packaging construction (a tray and two slide casings) are pre-glued and held together by a pre-glued red cartonboard sleeve shaped to look like a bow which underlines the gift character of the product. The different parts can be assembled without needing additional tools or materials. The surrounding interior walls protect the product adequately and allow the carton to be used as storage medium. By pulling the casings apart, the box can also be used as display.



OTHER NON-FOOD

Official name of the entry
Telfort Telephone Milk Carton
(‘Pak&Bel’)

End-user
Telfort

Package designer
Schut-Hoes Cartons bv

Graphic designer
Production Company

Carton maker
Schut Hoes Cartons bv

Cartonboard supplier
Stora Enso



Assessment by the jury

This product has proven to be a real market innovator. By exploiting a mature and well known concept and familiar, simple graphics for a totally new application, the carton illustrates to the public that its content is as common and essential as plain milk. The pack raises the consumer's curiosity and as such is an excellent marketing tool. An additional feature attracting the jury's attention is the fact that the pack is made out of almost 100% cartonboard.

Brief description of the entry

This package was developed for Telfort, a telecom provider which entered the Dutch mobile telephony market in September 1998 almost at the same time as two other new entrants, in addition to the two existing providers. By using an old concept of a simple milk carton to package mobile telephones and using alternative outlets to its competitors, the uncomplicated and accessible character of mobile telephony for the consumer was highlighted. Due to its form and graphics, the carton communicates the 'Pick-up-the-pack-and-call' (Pak&Bel) philosophy. In an already very competitive market environment, the packaging concept is intended to give the company introducing the product a competitive edge. The packaging is on the market in 3 colour variants. A window precisely fitting the telephone shows the product to the consumer. In order to facilitate the final packing of all the different components, a universal insert was developed, also made out of cartonboard. With a relatively low weight (the package was produced from 350 grams folding boxboard), a compact but strong pack was created for a complex product.

Colophon

Design

Creative Company

Photography

Datema and Mulder

Print

Roeland Druk and De Ridder



PRO CARTON

Association of European Cartonboard and Carton Manufacturers

306, Avenue Louise

B-1050 Brussels

Belgium

Tel.: +32 (2) 640 49 55/56

Fax: +32 (2) 640 49 59



PRO CARTON/ECMA Secretariat

P.O. Box 85612

NL-2508 CH The Hague

The Netherlands

Tel.: +31 (70) 312 39 11

Fax: +31 (70) 363 63 48

E-mail: info@procarton.com

Internet: www.procarton.com

